

# DISTRIBUTING DIGITAL CONTENT

## ABSTRACT

Systems and methods of distributing digital content are described. In one aspect, a portable media device includes a memory, a wireless transceiver, an output, and a controller. The memory is configured to store digital content. The wireless transceiver is configured to wirelessly transmit and receive digital content.

5 The output is configured to render digital content. The controller is coupled to the memory, the wireless transceiver and the output, and is configured to control wireless transmission of digital content based upon meta-data associated with the digital content. In another aspect, a digital content distribution system includes two or more portable media devices and a license manager. Each of the portable media

10 devices comprises a memory for storing digital content and a transceiver for wirelessly transmitting digital content to and wirelessly receiving digital content from another portable media device. The license manager is configured to associate digital content with meta-data for controlling wireless transmission and rendering of digital content from one portable media device to another. A content tracking and

15 incentives system that encourages commercial distributors, broadcasters and users to distribute digital content to new potential customers also is described.